

Oct 4, 2009

Heather Bauman
Water Conservation Specialist
Sonoma County Water Agency
404 Aviation Blvd, Santa Rosa, CA 95406

Heather,

The below information has been compiled by the City of Petaluma as requested by the Sonoma County Water Agency in response to the State Water Resources Control Board Order 2009-0027-DWR Term 15. The information corresponds to the State Board's Status Report Milestone 3 for the period of September 1 – 31, 2009.

City of Petaluma Project Milestones

.1 Urban Water Agencies

- Meetings (agendas, minutes, and list of attendees)
 1. 9-22-09 – Staff attended the Bay Area Water Conservation Coordinators meeting
 2. 9-24-09 – Staff attended the North Coast Water Conservation Coordinators meeting.
 3. Staff attended the TAC and WAC meeting
- Water waste reduction enforcement actions taken
 1. Continued implementation of Stage One of the City's Water Shortage Contingency Plan.
 2. Continued Implementation of our online water waste reporting feature where citizens can anonymously report water waste using the City's website.
 3. Continued our enhanced water waste patrol program by having water conservation staff proactively patrol city limits looking for water waste in addition to investigating water waste reported by citizens or other city personnel.
- Public outreach campaign in Sonoma and Mendocino Counties
 1. Continued with the City's media campaign "Conserve Water, It's the Right Thing to Do". This campaign uses advertisements in the local newspaper (Argus Courier), in the local movie theater and through direct mail post cards to all Petaluma water and waste water customers alerting residents that the City is in Stage One of its Water Shortage Contingency plan. The messages also offer revolving tips on how to conserve water.
 2. "The 7 Wonders of Water Conservation" seminar was held at the City's Ellis Creek Water Recycling Facility. Over fifty participants attended this workshop. Participants learned about the Petaluma water story; where our water comes from and where it goes, and how to use water most efficiently along the way. Other topics such as rain water harvesting and greywater were discussed as well. An abridged tour of the Ellis Creek Water Recycling Facility was also conducted.
- Additional actions taken by retail water agencies

1. The city completed the sheet mulching of several turf strips along Sonoma Mountain Parkway. Approximately 25,000 square feet of non-recreational turf was sheet mulched.
 2. The City began with the preliminary phase of the City Hall sheet mulching project. Nearly one acre of turf is expected to be sheet mulched. Rain water catchment and small community gardens will also be incorporated into the new landscape. Nearly 200 volunteers have signed up to help with the sheet mulching project which will occur on October 24, 2009.
- 2009 metered water consumption compared to 2004 metered water consumption
 1. Total Aqueduct production for September was 240,691,440 Million Gallons